

SPECIAL MENTHOL IN-DEPTHS

11/10/82

60 interviews among menthol smokers

53%	32	Male	47%	28	Females
	21	18-34		18	18-34
	11	35-54		10	35-54

40 White
20 Black

32 Kings smokers
28 100's/120's smokers

3 Markets	# of Interviews Per Market
- New Jersey (Jeanne, Pam)	30
- Detroit (Pam)	15
- Tampa (Karen)	15

1/2 Low Tar → 7+ no ultra lows.
1/2 Full Flavor

don't have blacks → [Bursan Mall - N.J. - Surburban Associates
Oakland Mall - Detroit Elaine Freedman
Floraland Mall - Tampa Isahel Dunn]

incentives

N.J. will not interview blacks.
(ceiling) only 5 Newport smokers in N.J.

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7:40 Tampa to Detroit
Per Am.
465 - Seattle